



School Breakfast: Boost Participation through Best Practices



Paul Becker
Director of Student Nutrition Services
Fort Zumwalt School District



7:31

8:28

58%

Breakfast Dog Food 30 Years

No Kid Hungry MO

- **State Partnership with Share Our Strength**
 - State Agencies
 - Community Organizations
 - Public & Private Sector Partners
- **Increase access to**
 - Afterschool Meals/Snacks
 - Summer Meals
 - School Breakfast
 - Breakfast After the Bell
- **3-year plan**
 - Strategies
 - Goals

Media Monitoring Suite

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KSDK-NBC (NBC) - St. Louis, MO
Newschannel 5 at Noon

+ Local Market Viewership: 38,682
 Local Publicity Value:
 \$1,595.63 per 30s

KSDK 4/29/2016 12:03:16 PM ...the
 sation owns her husband and the man who
 installed it cameras are all facing
 changes. >>> his governor Jay Nixon is -- it
 is a partnership between state and national
 antihunger group, share our
 strengths. governor Nixon made
 the announcement this morning at roger
 middle school to make sure kids get school
 breakfast, snacks and summer
 meals, currently one in five missouri children
 struggle with hunger. >>> starbucks is
 open in ferguson, this one is different from
 the other stores. >>> john. >>> hey, a lot of
 people are looking at the starbucks in
 ferguson hoping it will spur a lot of positive
 change in future. this is the second of 15
 store flag cross the country that starbucks

4/29/2016 12:03:25 PM

The Missouri Times

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RECENT POSTS | House electronics task force releases report on St. Louis County issues - April 28, 2016

Nixon announces initiative to help hungry Missouri kids

Business | **Blog** | April 29, 2016

THIS WEEK IN MISSOURI POLITICS

The Week in Miss

MISSOURI BLOG

to skill, training classes, the stores
 that I have experienced so far from the
 coffee, if a student is come prosecuting
 10:00 p.m. i want to give this
 => all right, thank you, john, this
 in st. charles county, details are being
 the devil home home and neighbors
 to hold off? jessica is in the first
 berday but more rain is moving in

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Gov. Nixon announces anti-child hunger campaign

Friday, April 29, 2016 11:58:08 AM CDT in News
 By Zachary Rege, KOMU 8 Digital Producer

AFFTON — Gov. Jay Nixon announced a new anti-hunger initiative during a visit to Rogers Middle School on Friday

Share Our Strength

1. **INCREASING ACCESS** to and participation in federal nutrition programs currently available to children In-need, including school breakfast, summer meals and afterschool meals/snacks.

2. **EMPOWERING FAMILIES** through Cooking Matters courses and grocery tours with skills to stretch their food budgets and prepare nutritious meals on a limited budget for over 20 years.

3. **DRIVING AWARENESS OF CHILD HUNGER** and No Kid Hungry at the national, state and local levels by engaging the public around this critical issue.

ENDING CHILDHOOD HUNGER



ACCESS



EDUCATION



AWARENESS

The Breakfast Gap

For the first time ever, **over half the public school students in the country are from low-income families.**

These kids rely on the nutritious meals they can receive at school – but too many are missing out on a critical healthy start to their day.

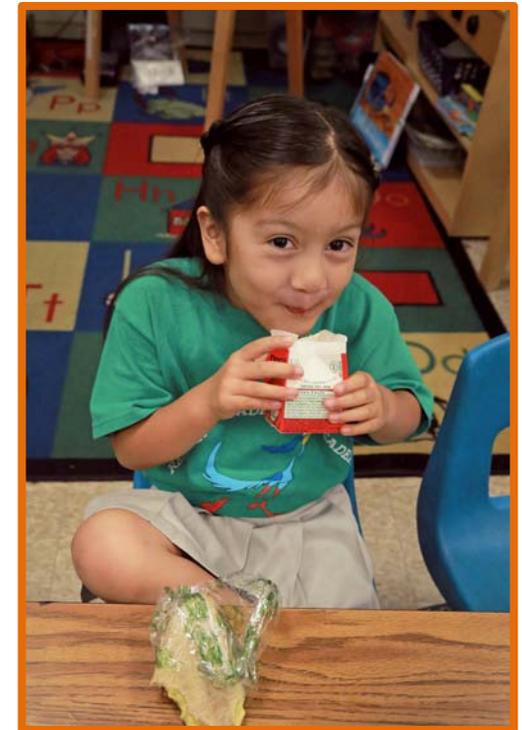


Missouri School Breakfast Participation

In SY 2014-2015, only 57.7% of Missouri's free and reduced price (FRP) lunch participants also received breakfast¹

SY 2014-2015

- *FRP School Lunch Participation: 386,816*
- *FRP School Breakfast Participation: 223,000*
- ***GAP: 163,816 students***
- *MO ranks 15th in School Breakfast Participation*

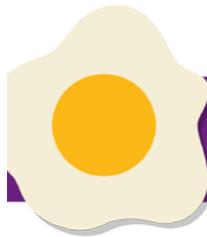


[1School Breakfast Score Card 2014-2015 School Year, February 2016](#)

Research proves that the simple act of eating school breakfast
can dramatically change a child's life

BREAKFAST CHANGES LIVES

..... HOW?



KIDS WHO EAT SCHOOL BREAKFAST...

MISS LESS SCHOOL



They attend an average of
1.5 more days
per year

DO BETTER IN MATH:



They average
17.5% higher
math test scores

MORE ATTENDANCE



HIGHER MATH SCORES =

20% more likely to
graduate high school



*Statistics from the Deloitte [Ending Childhood Hunger: A Social Impact Analysis Report](#)

*The number of students likely to graduate from the original cohort of students included in the SBP increase, assuming they continue to participate in SBP through the 12th grade.

Data Sources: Murphy (2007); Pinkus (2008); Census Bureau (2010)

Traditional breakfast in the cafeteria doesn't work

Why is the breakfast program failing our kids?

The problem is the way breakfast is served at most schools. Participation in the school breakfast programs is low across the country for a number of reasons, including:

- **Bus or carpool does not arrive in time**
- **Stigma that school breakfast is for 'poor' kids**
- **Reduced price might not be reduced enough**
- **Older students may not be hungry**
- **Cafeteria is not convenient for student**
- **Socializing is more fun than eating alone in the morning**



Average Free/ Reduced Price Breakfast Participation by Model Type

88%

Breakfast in the Classroom (BIC)

- Breakfast is served and consumed in the classroom

70%

Second Chance Breakfast

- Meals are served after first period
- Most successful models allow kids to eat in class

64%

Grab and Go

- Meals served in convenient, easy to access locations before and after the bell
- Most successful models allow kids to eat in class

50%

Traditional Cafeteria



Breakfast in the Classroom Best Practices

- ✓ Minimize mess with the packaging used and food items served (e.g. no syrups, pre-slice fruit)
- ✓ Utilize student helpers for: picking up food from cafeteria, serving, cleaning up
- ✓ Deliver clean-up supplies along with food
- ✓ Extra trash can in each class for food only
- ✓ Make sure to include teachers in planning
 - Concerns about instructional time
- ✓ Consult with janitors



Instructional Time Concerns

From Share Our Strength's Hunger in Our Schools Survey:

How long does breakfast in the classroom take?

- On average, teachers say eating breakfast takes about **15 minutes**

What do teachers do while kids eat?

- **76%** take attendance
- **65%** read classroom announcements
- **42%** collect homework assignments



Grab and Go Best Practices

Model Where We've Seen the Most Implementation Challenges

Key Considerations:

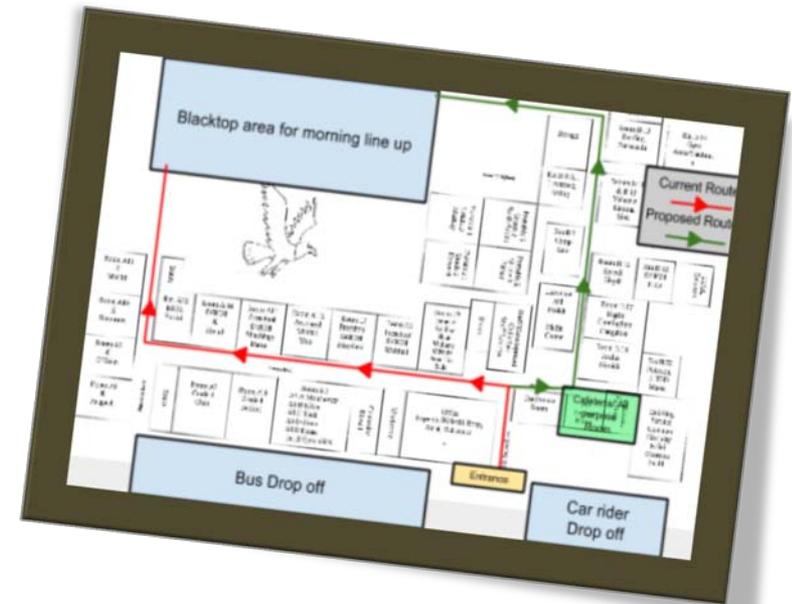
- **Location matters:** Place carts near entrances or where kids hang out
- Continue service after the bell rings
- Let kids eat in the **classroom**
- Place extra trash cans in hallways or near kiosks
- Simplify POS by using cards or tickets with bar codes
- Ensure all staff are aware of the program



Make a Plan!

Consider Logistics for Selected Actions, and Work Backwards to Create a Timeline

- Have any additional equipment, materials, food
- Determine number and location of service locations
- Ensure affected staff (custodians, teachers, etc.) know about implementation dates and are supportive
- Communicate the change to students and families



Grab and Go After the Bell Pilot Study

- Two-week study in 2015
- 28 Schools in 11 States switched to Grab & Go After the Bell
 - 9 Middle Schools
 - 3 Middle/High School Combos
 - 16 High Schools
- Results: 79% of Schools Increased Breakfast Participation
 - Average Participation Increase of 17 Percentage Points



FNS Director Jodi Risse

Anne Arundel County Public Schools, Maryland

Since Implementing:

- Decreased disciplinary issues
- Better attendance
- Increased math scores
- Created community in the classroom



In Director Jodi Risse's words:

***“Seeing is believing.
Once [principals] see the way it changes the culture, they're sold. It
brings a community to the classroom.”***

Principal Scott Riddle

Beardstown Junior and High School, Illinois

Children Pick Up a Breakfast as They Enter School and Eat Together in Class

Since Implementing:

62% of kids are eating breakfast—
a **122% increase**

Improved attendance—
kids are coming to school
on time for breakfast

Increased classroom productivity
in the classroom

In Principal Riddle's words

“Teachers say you can see kids who are distracted in the classroom because they’re hungry and sleepy. With breakfast, they perform better, they’re more attentive.”

Strategies to Enhance Breakfast After the Bell Models

Promote breakfast—marketing, banners, morning announcements, robo calls

Nudges—stand in hallway and ask if eaten breakfast, teachers ask kids in the classroom

Solicit feedback—Taste tests, find out what kids like, make it aesthetically pleasing



Resources

Equipment

- Breakfast kiosks or carts
- Recycling or trash bins
- Insulated bags for food items
- Extra refrigeration
- Carts to carry food items
- Food service serving equipment



Capacity Building and Technical Assistance

- Work with schools to maximize effective program implementation
- Share model solutions to common challenges from across the nation and within state network

Marketing and Branding Support



Wake Up To School Breakfast!

2016-2017 Missouri School Breakfast Challenge



How to apply for grants:

- ❑ Schools may apply for up to \$3,000 grants for equipment to expand breakfast in their school.
- ❑ Applications are due: 09/09/2016
- ❑ Visit the Missouri Department of Elementary and Secondary Education website for more information

How to win breakfast challenge:

- ❑ Schools are automatically enrolled and categorized into tiers based on enrollment.
- ❑ Schools must show a 20% breakfast participation increase from the 2015-2016 school year to the 2016-2017 school year.
- ❑ The top 4 school districts in each tier will win a cash prize!

School Breakfast - Tools



Tips for Implementing an Effective Grab and Go Breakfast Program

One of the most effective ways to boost school breakfast participation is to make it part of the school day. Traditional school breakfast programs often operate too early for students to participate, particularly if bus or carpool schedules do not allow them to get there on time. Other students end up skipping breakfast served in the cafeteria because they do not want to be singled out as poor. Grab and Go serving models can overcome these barriers.



WHAT IS GRAB AND GO?

With Grab and Go models, students pick up convenient pre-packaged breakfasts from mobile carts in

Ensure that all school staff are aware of the program. Make sure they know when and where breakfasts will be served, and that kids will be permitted to eat in their classrooms.

Start School with BREAKFAST

A Guide to Increasing School Breakfast Participation
NEA Health Information Network & Share Our Strength

NOKID HUNGRY center for BEST PRACTICES
SHARE OUR STRENGTH

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School Breakfast

SCHOOL BREAKFAST HOME

- SCHOOL BREAKFAST POLICY
- COMMUNITY ELIGIBILITY PROVISION
- SCHOOL BREAKFAST: A SOCIAL IMPACT ANALYSIS
- NO KID HUNGRY SCHOOL CALCULATOR
- NEA HN SCHOOL BREAKFAST TOOLKIT
- ABOUT THE SCHOOL BREAKFAST PROGRAM

School Breakfast Program

Research demonstrates the importance of providing breakfast to children and youth. Children who eat a good breakfast tend to perform better in school, have better attendance, and exhibit fewer behavior problems. In addition, children who eat a good breakfast develop healthy eating habits, visit the school nurse less frequently, and are less likely to be obese. Despite the benefits of breakfast, for a variety of reasons, many kids aren't able to eat a healthy breakfast at home in the morning.

The School Breakfast Program offers kids a nutritious breakfast at school so they can start their day off right. While the program is underutilized - just over half of the low-income students who rely on a free or reduced-price lunch at school participate - schools, districts, education groups, and others across the country are supporting efforts to increase access to school breakfast programs. They are ensuring that more eligible students enroll in the meals program, increasing awareness about the importance of breakfast and availability of breakfast at schools, and implementing service delivery models that have proven to be successful in increasing participation.

Resources

Reports/Case Studies

- Brochure: No Kid Hungry Starts with Breakfast
- Breakfast After The Geli Policy Solutions
- Share Our Strength's Breakfast Report 2013 [View More](#)

Guides/Toolkits

- Breakfast Nudges
- Breakfast in the Classroom Myths
- Innovative Breakfast Delivery Options
- Tips for Implementing an Effective Grab and Go Breakfast Program
- A Mayor's Checklist
- No Kid Hungry: A State Legislator's Checklist
- Obsolesce as Nutrition Myths

In 2015, No Kid Hungry provided small incentives to 28 schools to change the timing of their Grab and Go breakfast allowing students to eat after the bell. Twenty-two (79%) schools saw an increase in participation during or after the 2-week pilot period, with an average breakfast participation increase of 17 points.



Thanks to the generous support of Sodexo Stop Hunger Foundation

ADDITIONAL RESOURCES



School Nutrition Association Resource Center

http://www.schoolnutrition.org/uploadedFiles/School_Nutrition/102_ResourceCenter/ResearchingSNIndustry/Research_by_Topic/GrowingBreakfast.pdf

School Nutrition Association 2013 Trend Report

<http://www.schoolnutrition.org/Content.aspx?id=19215>

USDA Community Eligibility Option (CEO) Meal Reimbursement Calculator

<http://hungersolutionsny.org/information-resources/hunger-resources/usdacommunity-eligibility-option-ceo-meal-reimbursement>

Share Our Strength

<http://www.nokidhungry.org/blog/school-meals>

SOS Hunger Facts

<http://www.nokidhungry.org/problem/hunger-facts>

New Jersey Breakfast Summit video:

<http://www.youtube.com/watch?v=ISBjNzptqWo>

ADDITIONAL RESOURCES



Food Research and Action Center (FRAC) Extensive Resources for Expanding School Breakfast to the Classroom

<http://frac.org/federal-foodnutrition-programs/school-breakfast-program/breakfast-in-the-classroom/>

FRAC School Breakfast Scorecard

[http://frac.org/pdf/School Breakfast Scorecard SY 2013 2014.pdf](http://frac.org/pdf/School_Breakfast_Scorecard_SY_2013_2014.pdf)

GenYouth Foundation The Wellness Impact Report

[http://www.genyouthfoundation.org/wpcontent/uploads/2013/02/The Wellness Impact Report.pdf](http://www.genyouthfoundation.org/wpcontent/uploads/2013/02/The_Wellness_Impact_Report.pdf)

California Breakfast Program

<http://www.breakfastfirst.org/secondchance/index.shtml>

Action for Healthy Kids

www.afhk.org

BIC in LA Schools

<http://www.nokidhungry.org/blog/school-meals/2013/05/breakfast-classroom-herestay-la>

QUESTIONS/DISCUSSIONS

For More information, please contact:

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[Center for Best Practices](#)

nokidhungry.org

Breakfast Trivia

- This cereal is often associated with sports. The motto is “Breakfast of Champions”. What is this cereal?

Breakfast Trivia

- **Wheaties**
 - The first athlete to be on a Wheaties box was Lou Gehrig, a baseball player for the New York Yankees. Later, many athletes were put on Wheaties boxes. Can you name another?

Breakfast Trivia

- According to the book “Cerealizing America”, how many Americans start their day with a bowl of breakfast cereal?

Breakfast Trivia

- 49%
 - US ranks #4 in world-wide cereal consumption. Ireland leads the way, followed by England and Australia.
 - Americans consume 101 lbs or 160 bowls of cereal per person each year.

Breakfast Trivia

- What is an open-faced type of egg dish, which is fried in a skillet, and contains vegetables be called in Italy.

Breakfast Trivia

- Frittata
 - The term “frittata” is an Italian word which means “fried”. Outside of Italy, the “frittata” idea indicated an “omelet” dish until the 1950”s. In the past 50 years, “frittata” has come to mean “open face omelet”